

MAR -6 1925

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SALOME OF THE TENEMENTS

Photoplay in 7 reels

from the novel by Anzia Yezierska

Screen play by Sonya Levien

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

MAR -6 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

Salome of the Tenements - 7 reels

Respectfully,

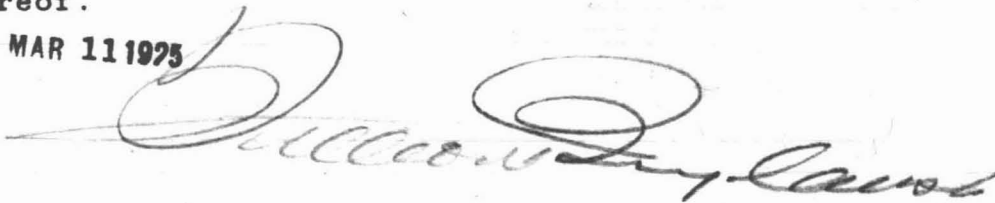
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The Famous Players Lasky Corporation
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motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Salome of the Tenements	3-5-25	©CIL 21209

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Company, by its agent and attorney on the 5th day of
March, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

MAR 11 1925



MAR -6 1925

"Salome of the Tenements" Is 7 Reels—7,017 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present
A SIDNEY OLCOTT Production
"SALOME OF THE TENEMENTS"
With Jetta Goudal, Godfrey Tearle and Jose Ruben
From the novel by Anzia Yezierska
Screen play by Sonya Levien
A Paramount Picture

PURPOSE: To Help You Sell the Picture to the

"SALOME OF THE TENEMENTS" OLCOTT, A LOVE-DRAMA

©CIL 21209

FACTS

Producer

SIDNEY OLCOTT, who made "The Green Goddess," "The Humming Bird" and "Monsieur Beaucaire." He has made of "Salome of the Tenements" a picture that breathes the authenticity of life.

Featured

Jetta Goudal, the sensational new French beauty seen in "Open All Night;" Godfrey Tearle, the London stage player who scored a hit in "The Fake" both in London and New York; Jose Ruben, featured in many Broadway productions.

Author

Anzia Yezierska, who wrote "Hungry Hearts." There are few writers whose work recreates life as does hers. The passionate longings, the naive philosophies, the warm sympathies of her characters are conveyed so faithfully that the onlooker feels that he is actually living among them.

Scenarist

Sonya Levien

Cameramen

Al Liguori and D. W. Gobbett

Type of Story

The romance of an East Side girl, driven by a deathless passion for romance to burn through the barriers of race, class and creed. "Salome of the Tenements" tells a sympathetic tale of a girl of the submerged thousands in New York City who fights her way from poverty to a high place where she is able to help her own people toward a finer life.

Theme

Jetta Goudal plays "Salome," the fiery, militant Sonya Mendel, an orphaned waif who determines to wrest some beauty from life. In the prologue Miss Goudal plays a child of ten, a wistful, pathetic youngster who resents the surrounding squalor of the slums and longs for beauty.

Later in the story Miss Goudal is a writer on a Yiddish Newspaper, a shabby girl whose driving ambitions urge her to attain a place in the sun. She becomes the secretary of John Manning (Tearle), a philanthropist who has renounced his social position to live among the poor in a settlement he has endowed for the Ghetto inhabitants.

This leads her to a romance with Manning which culminates in marriage with her employer and her elevation to his position of prominence and helpfulness. But her inexperience in dealing with an unscrupulous usurer almost robs her of her husband's love and esteem.

Sonya comes out of the dark, out of the cold, out of the centuries of oppression and want in Russia. Like a child she longs for everything she sees, good and bad. She has no sense of values. She cries for the moon, she clutches to her breast toys and tinsel and masks.

She rejects riches and all that they can give her, and returns to better things, that is to simplicity, hard work, the creation of beauty, the love of her own kind.

Appeal

Anzia Yezierska's novel was widely acclaimed by literary reviewers throughout the country as a

A great human document of

The intensely gripping story of
fascinating personality and
society—Produced by
"Humming Bird" and

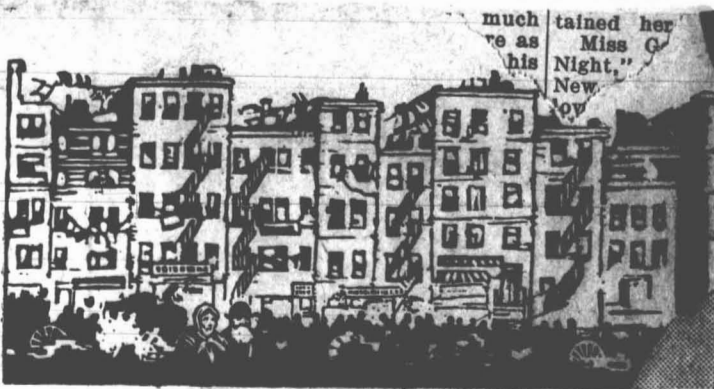
"SALOME OF THE TENEMENTS"

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

AN appealing comedy-drama of a
girl of the Ghetto who let the
fires of ambition burn too brightly.

Filmed with many beautiful set-
tings and stylish gowns.

From the novel by Anzia Yezierska
Screen play by Sonya Levien



Four-column Newspaper Advertisement

"Salome of Tenements"
Coming to the Rialto

THE Paramount screen version of Anzia Yezierska's colorful novel of New York's East Side, "Salome of the Tenements," which created such a stir in the literary world when it first put in its appearance, opens a... days' run on... at the... Theatre

STORY IN BRIEF

SONYA MENDEL, nicknamed Salome, a waif of New York's lower East Side, is fired with the ambition to become a "somebody"

Cast
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Godfrey Tearle
Jose Ruben
Sonya Mendel
John Manning
Jakey Solomon

SHEET

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Screen play by Sonya Levien

A Paramount Picture

USE: To Help You Sell the Picture to the Public.

"SALOME OF THE TENEMENTS", MADE BY SIDNEY OLSCOTT
A DRAMA OF GREAT FAN APPEAL

The story of the beauty of the slums, who by her

personality and spirit scales the heights of
produced by a man who made "The
Humming Bird" and "The Charmer"SALOME OF THE
TENEMENTS

ADOLPH ZUKOR AND JESSE L. LASKY

A
SIDNEY
OLSCOTT
PRODUCTIONwith
JETTA GOUDAL
GODFREY TEARLE
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Paramount
Picture

Four-column Newspaper Advertisement 4A

STORY IN BRIEF

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Theatre on.....next.

This new novel by Aniza Yezierska
has been acclaimed enthusiastically
by the press throughout the country.
In reviewing "Salome of the Tene-

PUTTING IT
OVER RIGHT

"Salome of the Tenements" possesses the realism
and universal appeal that made "Humoresque" a
screen triumph. Olcott, producer of "Monsieur
Beaucaire," "The Humming Bird," "The Green
Goddess," etc., discloses in his latest effort that he
is equally the master of spectacle and poignant
drama, of heart-throbs and sympathetic comedy.

The story of "Salome" is laid in New York's
lower East Side and in the fashionable quarters of
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struggles of the city's immigrant hordes, as ex-
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achieve and become "a somebody" in spite of the
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Here's a story infinitely more appealing than
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scenes. It will please the women.

Tie-up with real estate people, "Don't be a
SALOME OF THE TENEMENTS. Let us prove
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Make use of your mailing list. Send letters and cards
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Have someone do the "kozatzki" on the stage as a pro-
logue to the picture.

Get out a novelty throwaway in Yiddish—your
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Don't overlook the herald Paramount has gotten
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Printed below are several of Salome's "wise say-
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She rejects riches and all that they can give her, and returns to better things, that is to simplicity, hard work, the creation of beauty, the love of her own kind.

Appeal

Anzia Yezierska's novel was widely acclaimed by literary reviewers throughout the country as a vivid and powerful story of the soul-yearning cry of the immigrant in America.

Sonya Mendel, the Salome of the New York tenements, flashes like a comet into the lives of two men—Manning, the millionaire philanthropist, and Julian, the God of Fifth-Avenue Fashion.

As Miss Yezierska says: "Sonya, my heroine, and Manning, attracted into matrimony, were the Oriental and the Anglo-Saxon trying to find a common language. That is the theme of my novel. The over-emotional Ghetto struggling for its breath in the thin air of Puritan restraint. An East Side Savage forced suddenly into the straight-jacket of American civilization. Sonya was like a dynamite bomb and Manning the walls of tradition constantly menaced by threatening explosions."

"Salome of the Tenements" is a production of "Humoresque" appeal. Here you have pictured on the screen the terrific urge which makes New York the most fascinating and the most overwhelming city in the world.

The High Spots

The Ghetto, where struggling immigrants, ignorant of the language and customs of the land of their adoption, fight valiantly for life, liberty and the pursuit of the American dollar, provides the background for a vital, stirring story.

Sonya, at ten, engages in a street fight with another child for the possession of a flower, which is a symbol of the beauty for which Sonya is ready to fight always to relieve the sordidness of her environment.

There's a laugh in the scene where Manning is trying to make himself heard above the din caused by a couple of Salome's uncivilized neighbors executing the "kozatzki."

In contrast to these scenes, Olcott has filmed also the "Silk Stocking" district of the metropolis. He shows the brighter side of the town in Julian's Fifth Ave. establishment where beautiful mannequins display fashionable gowns.

Humming Bird

"SALOME OF THE TENEMENTS"

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"Salome of Tenements" Coming to the Rialto

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Sidney Olcott, who made "The Humming Bird," "Monsieur Beaucaire" and others, directed the production which was adapted for the screen by Sonya Levien. Jetta Goudal, the ravishing French beauty seen in "Open All Night," Godfrey Tearle and Jose Ruben are featured.

Miss Goudal has the role of Sonya, Salome of the New York tenements, capricious, impulsive daughter of the lower East Side, whose craving for beauty leads to a romance and marriage with a millionaire philanthropist, Manning, played by Tearle, the English actor who makes his American screen debut in this picture. Mr. Tearle came to the United States to play the leading role in "The Fake," a most successful Broadway play.

Born amidst the most miserable surroundings in New York's Ghetto, Sonya grows up to be an exquisitely beautiful girl, constantly struggling against poverty, ugliness and destiny in general. As a reporter on a Yiddish newspaper, she meets Manning, who has founded a settlement house and is devoting all his energies toward alleviating the misery and distress of the district.

Sonya's one ambition in life now is to marry Manning and the methods she uses to accomplish this provide some startling surprises.

A deep dramatic note is struck when Manning invites Salome's neighbors and relations to a house party in celebration of the engagement. All of Manning's aristocratic friends are present, and for the first time Salome realizes the gulf that separates her from Manning and his class.

From this point the action is claimed to develop some tense situations and then marches on to a happy and triumphant ending.

STORY IN BRIEF

SONYA MENDEL, nicknamed Salome, a waif of New York's lower East Side, is fired with the ambition to become a "somebody" despite her insignificant beginning and sordid surroundings.

As a reporter on a paper, she meets and fascinates the millionaire philanthropist, John Manning, who has forsaken his fashionable home to live in the Ghetto at a settlement house he has endowed.

Knowing that she must make herself attractive to hold Manning's interest, Sonya calls on an old friend, Jakey Solomon, now known as Julian, the Paris designer of beautiful clothes with a fashionable salon on Fifth Avenue. For old time's sake, Julian gives Salome a complete outfit to help in her conquest. The girl borrows money from Banker Ben, an unscrupulous usurer of the neighborhood, to brighten up her home for Manning's visit.

The philanthropist calls and offers Salome the position as his secretary in his settlement work. It is not long before Manning discovers himself falling in love with the girl and asks her to become his wife.

Sonya is extremely happy in her new home, only to receive a menacing summons from Banker Ben. Ben's pawnshop, the wily old fellow demands payment on Sonya's note. He seizes this opportunity to get the girl to have her husband discontinue his efforts to put him out of business. This Salome refuses to do and

Cast

Sonya Mendel, Jetta Goudal
John Manning, Godfrey Tearle
Jakey Solomon (Later Julian), Jose Ruben
Jacob Lipke, Lazar Freed
Gittel Stein, Irma Lerna
Mrs. Peltz, Sonya Nodell
Banker Ben, Elihu Tenenholtz
Mrs. Solomon, Mrs. Weintraub
Widow, Nettie Tobias

money that she must have. Manning denounces her as a venal, cynical trickster.

Manning then threatens to convict her. Trapped, Ben agrees to drop the charge and turns again to Sonya for money. She is driven out of the place.

He returns to her that his wife has taken her wedding ring he had provided. Sonya, and his lack of his own wife. She forms him that Salome rushes to reclaim her room and convince her that enough to forgive.

It is easy to see what a picture "Salome of the Tenements" is. It has everything one of the most you've ever run.

OF
THE
TS

ON with
JETTA GOUDAL
GODFREY TEARLE
JOSE RUBEN

A
Paramount
Picture



The story of "Salome" is laid in New York's lower East Side and in the fashionable quarters of Fifth and Madison Avenues, and deals with the struggles of the city's immigrant hordes, as exemplified by the battle of one ambitious girl to achieve and become "a somebody" in spite of the drawback of poverty.

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Still another: "Who will lend me \$1,500. I want to marry a millionaire. (Signed) 'Salome of the Tenements'."

Remember, "Salome" is the greatest woman-picture ever. Get the women interested and you'll get them all.

Salome says:-

"There are people who will sympathize with a girl starving for bread, but only an artist can sympathize with a girl starving for clothes."

"Something you see in me? Other people—the

"What started this hunger in me? What makes any woman want clothes more than life?"

"I want him! Him alone from all the world! I have no one, no father, no mother, no friends. For every little thing I got to fight till I'm nearly dead."

"After all, *Man* is only *Man*."
"My hopes are hopes of love. I am going to marry myself to a millionaire."

"A girl has a right to do what she pleases with her own face!"

"I'm no charity saint. I've done nothing for anybody. I lied—lied for me, myself? And what have I lied to get? A cold fish. A highbrow. An educated hypocrite."

"Do you hear? I owe a pawn broker \$1500 to get you!"
 "Hit me, hurt me, yell at me; but don't stand there condemning me!"

"Turned down, by a man. I used to be able to get anything I wanted. All doors opened when I knocked. Is it because I have lost faith in myself? For the first time in my life I wanted to be honest with myself. I wanted to lift myself out of my lies. And that's why they're all down on me."

"I'll fight the whole world against me, I alone, without a roof over my head. Now that I have no one to hold on to, I have myself. In me is my strength."

"I had in my two hands everything I once longed for. But I really had nothing. Even my love for him was a lie."

"That beautiful thing is me—myself. They all said I was a faker, a vamp. They said I was Salome wanting the heads of men—but you know—I was only seeking for the feel of the beautiful."

ORY IN BRIEF

New Paramount Picture
Story of New York Life

SALOME OF THE TENEMENTS," by the author of "Hungry Hearts," produced for Paramount by Sidney Olcott, comes to the..... Theatre on.....next.

This new novel by Aniza Yezierska has been acclaimed enthusiastically by the press throughout the country. In reviewing "Salome of the Tenelements" the New York Tribune calls it a "bewildering novel, shot through with Genius. It parades before you, in the person of Sonya, the most vivid East Side heroine that any one has created in American fiction." It is a work of art, according to the New York Times reviewer, and the Boston Herald's criticism says: "It is a work of more than cleverness." The Philadelphia Ledger

review acclaimed the novel as "A vigorous and valuable commentary on the strange blend of civilization which is Americanism." It has "tremendous power", according to the Minneapolis Tribune, and the Raleigh, N. C. News and Observer says that: "No other writer within the recollection of many critics has so clearly sounded the soul-yearning cry of the immigrant in America."

And what a picture Paramount claims to have made of it!

Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in the principal roles of the production.

The story is a romance of an East Side girl, born in the blackest poverty of a Delancy Street basement—a girl who wants beautiful clothes—and love more than life itself and who at an early age let everyone about know just where she stood with, "I ain't no immigrant. I ain't going to stand for shoestrings in my hair."

Her clamor shook the house and the street to which she finally carried her outcry. She was not silenced until a strange passerby went into a corner store and returned with a gift of red ribbon.

This episode is the keynote of Sonya's career. Years later a man who loved her said of her: "There goes an egoist with a driving force that will carry her far."

There's a great supporting cast.

Cast

Sonya Menzel, Jetta Goudal
John Manning, Godfrey Tearle
Jakey Solomon (Later
Julian), Miss Jose Ruben
Jacob Lipkin, Lazar Freed
Gittel Stein, Irma Lerna
Mrs. Pelton, Sonya Nodell
Banker Bell, Elina Tenenholz
Mrs. Solomon, Mrs. Weintraub
Widow (Prologue)
Miss Nettie Tobias

into a trap set by the pawnbroker when she removes her note purposely left in full view in an open safe. Ben has sent one of his henchmen to bring Manning who arrives in time to see Sonya caught red-handed with the stolen note. Manning, in shocked surprise, hears Ben's explanation of the arrange-

ment by which Sonya secured the money that she might win Manning. Manning denounces the girl as a mercenary trickster. Sonya cannot find any argument to justify her deed.

Manning then turns upon Ben and threatens to convict him of blackmail. Trapped, Ben agrees to accept Manning's payment of Sonya's note and drop the charge of theft. Manning turns again to Sonya, but she has slipped out of the place.

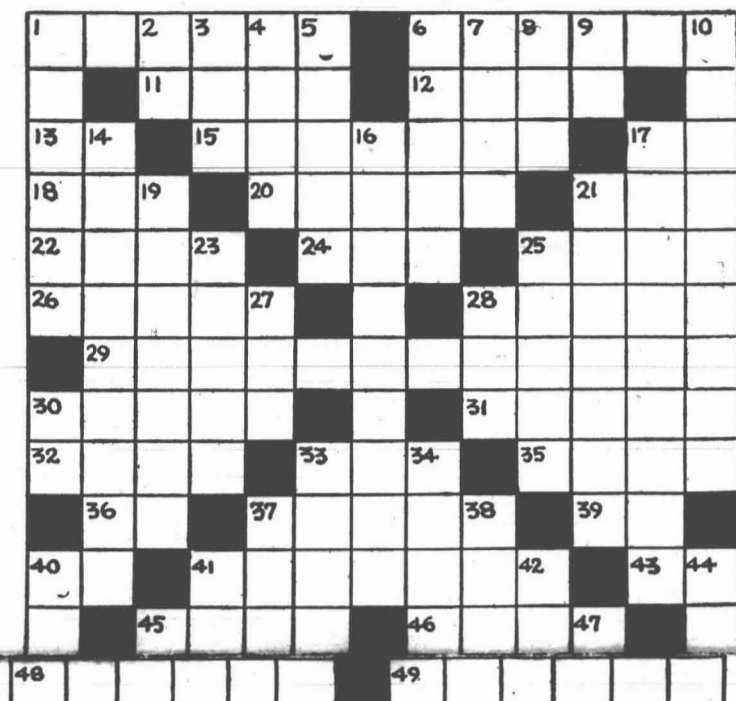
He returns to his home to learn that his wife has fled, leaving behind her wedding ring and all the finery he had provided. He is now all contrition for his harsh treatment of Sonya, and his lack of charity towards his own wife. A telephone call informs him that Sonya is in her old tenement room planning flight. Manning rushes to reclaim his bride and to convince her that his love is great enough to forgive her transgression.

It is easy to see from this story what a picture Olcott has made of "Salome of the Tenements."

It has everything and should prove one of the most profitable pictures you've ever run.



IT PAYS TO ADVERTISE WITH THE



HORIZONTAL

1. Man's name
6. Last name of well-known movie director
11. Befall
12. Fruit
13. French article
15. Hang
17. Registered nurse (abbr.)
18. Obsolete (abbr.)
20. To be erect
21. The letter "D"
22. Measure of distance
24. Years (abbr.)
25. The tiller
26. To exalt
28. The name of a well-known author
29. An interval
30. An animal
31. Can thou? (poet.)
32. An exclamation (pl.)
33. A vat
35. Parts of golf courses
36. Man's nickname
37. Penalizes
39. Selenium (chem. symbol)
40. Initials of one of Mark Twain's characters
41. To simulate
43. Yes (Spanish)
45. One who does
46. An opening
48. Rusts
49. Candies

VERTICAL

1. The name of a play by Oscar Wilde
2. District of Columbia (abbr.)
3. Numbers (Abbr.)
4. Australian bird (pl.)
5. Yeasty (obs.)
6. Clears
7. To make a loan
8. A rotter
9. A conjunction
10. Flats
14. Capacities
16. Of prime importance
17. Make loose again
19. Inclined
21. Explains
23. Diminutive suffix (pl.)
25. Two words making a sentence—meaning "he reclined"
27. Ever (poetical)
28. Department of street cleaning (abbr.)
30. From
33. Rows
34. Wants
37. Unbound
38. Frozen rain
40. Definite article
41. Seed cap
42. Female deer
44. Of it
45. To perform
47. In regard to

SALOME OF TENEMENTS

Two-column Press Advertisement 2AX

CROSS WORD PUZZLES

Two-column cross word puzzle newspaper mats—similar to the one on "Salome of the Tenements" illustrated above—are available on each of the "Great Four Forty" pictures. Mats 10c each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!



THE story of a luxury starved waif of the Ghetto, and the extreme measures she took to satisfy her hunger.

"SALOME OF THE TENEMENTS"

A
SIDNEY OLCOTT
PRODUCTION

—WITH—
JETTA GOUDAL
GODFREY TEARLE

JOSE RUBEN

PRESENTED BY
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Three-column Newspaper Advertisement 3A

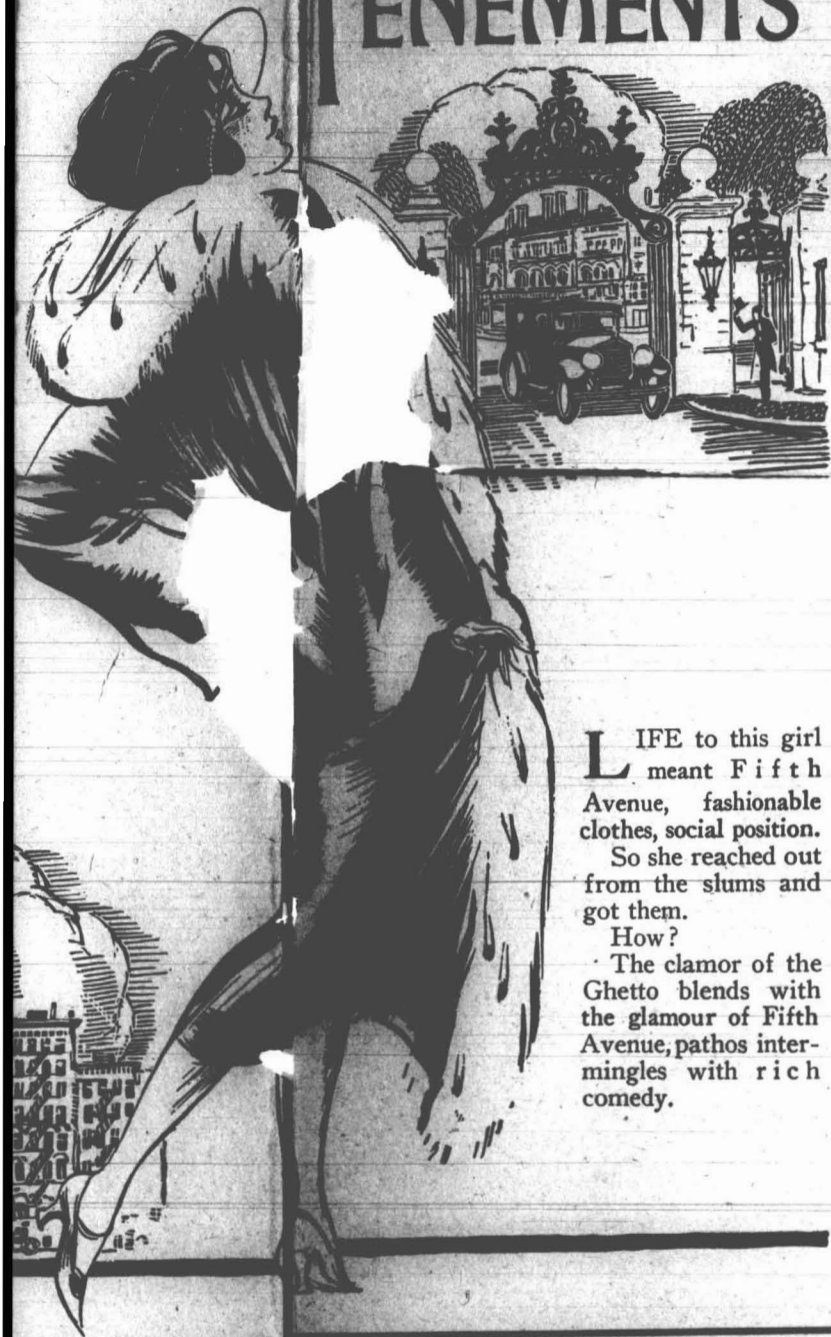


Director Sidney Olcott rehearsing a scene with Jetta Goudal. A Paramount

E WITH THESE PARAMOUNT AIDS



LOME OF THE TENEMENTS



LIFE to this girl meant Fifth Avenue, fashionable clothes, social position.

So she reached out from the slums and got them.

How?

The clamor of the Ghetto blends with the glamour of Fifth Avenue, pathos intermingles with rich comedy.

"I'M NO CHARITY SAINT - I LIED TO GET YOU - HIT ME, HURT ME, YELL AT ME, BUT DON'T STAND THERE CONDEMNING ME!"

"WHAT STARTED THIS HUNGER FOR LOVE IN ME? WHAT MAKES ANY WOMAN WANT CLOTHES MORE THAN LIFE?"

"THEY SAY I AM A FAKER, A VAMP, SALOME WANTING THE HEADS OF MEN. BUT I AM ONLY SEEKING FOR THE FEEL OF ROMANCE"

WITH
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PRESENT

a
Paramount
Picture

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A SIDNEY OLCOTT PRODUCTION

A POIGNANT drama of heart-throbs and sympathetic comedy. With the same fine realism and universal appeal of "Humoresque."

Two-column Press Advertisement 2A

Trailers Build Business!

National Screen Service, Inc., issues an excellent Service Trailer on "Salome of the Tenements."

It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

You can get a regular monthly Trailer Service, including trailers on the productions of Paramount and all other companies, special animated openings and closings with your theatre name on them, and many other trailer accessories, for a nominal sum.

Write to your nearest National Screen Service office. See Price List on page 4.

Three-column Newspaper Advertisement 3A



"SALOME OF THE TENEMENTS"

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A SIDNEY OLCOTT PRODUCTION

a
Paramount
Picture



17. Registered nurse (abbr.)
18. Obsolete (abbr.)
20. To be erect
21. The letter "D"
22. Measure of distance
24. Years (abbr.)
25. The tiller
26. To exalt
28. The name of a well-known author
29. An interval
30. An animal
31. Can thou? (poet.)
32. An exclamation (pl.)
33. A vat
35. Parts of golf courses
36. Man's nickname
37. Penalizes
39. Selenium (chem. symbol)
40. Initials of one of Mark Twain's characters
41. To simulate
43. Yes (Spanish)
45. One who does
46. An opening
48. Rusts
49. Candies

8. A rotter
9. A conjunction
10. Flats
14. Capacities
16. Of prime importance
17. Make loose again
19. Inclined
21. Explains
23. Diminutive suffix (pl.)
25. Two words making a sentence—meaning "he reclined"
27. Ever (poetical)
28. Department of street cleaning (abbr.)
30. From
33. Rows
34. Wants
37. Unbound
38. Frozen rain
40. Definite article
41. Seed cap
42. Female deer
44. Of it
45. To perform
47. In regard to

SALOME OF TENEMENTS

Two-column Press Advertisement 2AX

CROSS WORD PUZZLES

Two-column cross word puzzle newspaper mats—similar to the one on "Salome of the Tenements" illustrated above—are available on each of the "Second Forty" pictures. Mats for each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!



THE story of a luxury starved waif of the Ghetto, and the extreme measures she took to satisfy her hunger.

Produced by the man who made "Monsieur Beaucaire" and "The Humming Bird." With Jetta Goudal, Godfrey Tearle and Jose Ruben.

From the novel by Anzia Yezierska—Screen play by Sonya Levien

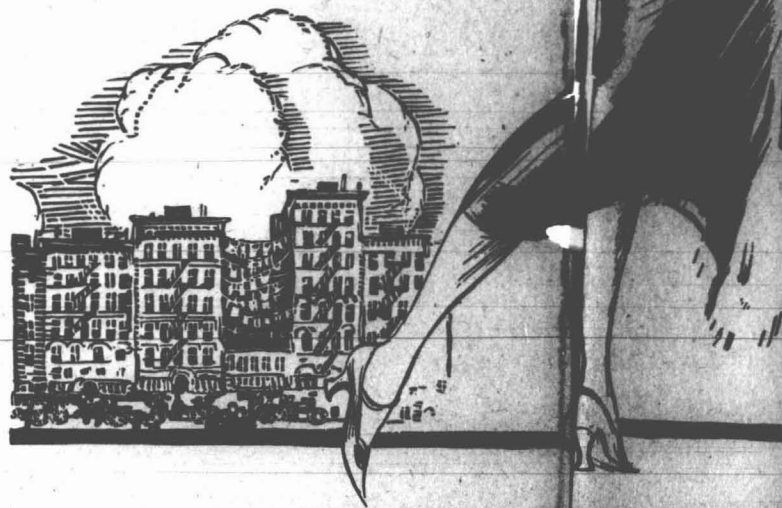
Two-column Supplementary Press Ad 2ASX

See also other ads on Pages 1 and 3.



Jetta Goudal and Godfrey Tearle in the Sidney Olcott Production "Salome of the Tenements" A Paramount Picture

Two-column Production Mat 2P



Three-column Newspaper Advertisement



Director Sidney Olcott rehearsing a scene with Jetta Goudal for "Salome of the Tenements" A Paramount

Three-column Production Mat 3P

Short Shots

The story of a girl whose passion for luxuries carried her from waif to wealth.

They called her "Salome" because she went after the heads of men.

A girl's revolt against the life she lived and her struggle for the luxurious life she craved.

Sweatshop to fashion shop, tenement to mansion, street car to Rolls Royce—bit by bit she carved her life to fit her golden pattern.

The comedy-drama of a girl who went shopping for a millionaire—and charged the price to ambition.

SALOME OF THE TENEMENTS



LIFE to this girl meant Fifth Avenue, fashionable clothes, social position. So she reached out from the slums and got them. How? The clamor of the Ghetto blends with the glamour of Fifth Avenue, pathos intermingles with rich comedy.

"SALOME OF THE TENEMENTS"

A SIDNEY OLCOTT PRODUCTION

A POIGNANT drama of heart-throbs and sympathetic comedy. With the same fine realism and universal appeal of "Humoresque."

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Two-column Supplementary Press Ad 2AS

SALOME OF THE TENEMENTS



HERALD

To the left is illustrated the cover of the four-page colored herald on "Salome of the Tenements."

Inside pages contain punch scenes from the picture and expert sales talk. Back page left blank for theatre name, etc.

Only \$3.00 per 1,000.



ADVANCE PUBLICITY STORIES,

"Salome of the Tenements" Here

Produced by Sidney Olcott
From Popular Novel

THE Paramount picture, "Salome of the Tenements," produced by Sidney Olcott from the popular novel by Anzia Yezierska, author of "Hungry Hearts," is the feature at the Theatre all this week. Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in the principal roles of the picture, adapted for the screen by Sonya Levien.

In "The Green Goddess," Olcott produced a vivid picture of life in a remote village in India which brought its people and their problems within the understanding of motion picture audiences everywhere.

Similarly in the "Humming Bird" the director presented the spirit of France in wartime through the medium of Gloria Swanson and her activities among the apaches in Paris.

Olcott's picture of court life in France and England during the reign of Louis XV in "Monsieur Beaucaire" made the characters of that story as interesting as the lives of outstanding personalities of our own day.

In "Salome of the Tenements," he has captured the flavor of many-sided New York and transferred it to the screen with the fidelity and imagination of an artist.

The featured players move through scenes that include New York's Ghetto slums, a fashionable Fifth Ave. modiste shop. The rigid conventionalities of an East Side settlement house and the staid and gloomy Mansion on Madison Ave. of a millionaire philanthropist, a little Russian cafe and dingy newspaper office are additional points in this story of an unusually beautiful girl who rises from waif to wealth.

Speaking of Detail in Motion Pictures—

Sidney Olcott was busy directing five hundred people in the Ghetto scenes for his latest Paramount production, "Salome of the Tenements," when one of the Jewish extras tapped him on the shoulder and pointed out a glaring anachronism in the set.

"You see those lace curtains over J. Cohn's store," the extra man said and Olcott nodded. "Well, that aint right at all 'cause down in Hester street they never had any lace curtains in those windows."

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The setting, which was erected on the huge upper stage of the Paramount Long Island studio, was the largest ever built for a picture made in the East by Famous Players. It showed Hester and Ludlow streets of New York's East Side.

"Salome of the Tenements," featuring Jetta Goudal, Godfrey Tearle and Jose Ruben, is a story of a girl of the slums whose craving for beauty and romance leads to her marriage to a millionaire philanthropist. The picture comes to the Theatre on for a days' run.

Then and Now in the Movies

After making several scenes for "Salome of the Tenements," Sidney Olcott, Paramount producer, observed that things in the movie world are not what they used to be.

"Many years ago I made 'Ben Hur' in two nights at Sheepshead Bay," he explained, "and turned out a very successful picture for those days. Now we spend eight and ten weeks and sometimes more on a picture."

"When was it you made 'Ben Hur'?" asked a studio visitor.

"Oh! I don't remember just the exact date," Olcott answered, "but I think it was the day after we made 'Way Down East.' We made one a day in those days."

"Salome of the Tenements," Olcott's latest work for the screen, features Jetta Goudal, Godfrey Tearle



Jetta Goudal in the Paramount Picture "Salome of the Tenements"

Production Mat 1PB

Jetta Goudal Featured in Olcott Production

Although Jetta Goudal is known to her screen followers only as the sophisticated French woman in "Open All Night," or as the stately Eurasian of "The Bright Shawl," she made her success on the French stage in child parts.

In the prologue of Sidney Olcott's Paramount picture, "Salome of the Tenements," Miss Goudal will be seen for the first time on the screen in the role of a child. In the latter part of the picture she plays a very young girl with a dynamic personality. Although keenly interested in the character of Sonya, Miss Goudal said she would have preferred not to grow up, so that she might have played the child throughout the picture. Her great ambition is to portray a child all through a production.

"Salome of the Tenements" was adapted for the screen by Sonya Levien from Anzia Yezierska's immensely popular novel of life among the poorer classes of New York City. Miss Goudal is featured with Godfrey Tearle and Jose Ruben in the leading roles. Tearle is a brother of Conway.

New York of 25 Years Ago Shown in Paramount Film

Anyone who hankers for a glimpse of the "good old days" when New York boasted horse-cars can get a kick out of the New Paramount picture, "Salome of the Tenements," which comes to the Theatre next

An outmoded tram car which helped solve New York's transit problems twenty-five years ago enjoyed new life, though a short one, during the filming of a scene for this new Sidney Olcott production. A quarter of a mile of track was laid at Paramount's Long Island studio and the dingy conveyance wound its way through the tenement district of Manhattan, the scene of most of the story, adapted to the screen by Sonya Levien from the popular novel by Anzia Yezierska.

Jetta Goudal, Godfrey Tearle (brother of Conway) and Jose Ruben appear in featured roles in the picture. There's a strong supporting cast.

Babel Had Nothing on This

In directing more than five hundred men, women, and children from New York's East Side for the Ghetto scenes in "Salome of the Tenements," Director Sidney Olcott was forced to use a dozen interpreters. Every order he gave during the filming of the tenement scenes had to be translated into four languages—Yiddish, Russian, Polish and Italian, and also explained in the kind of English slang used on the lower east side. The task of making the crowd understand what he wanted them to do before the camera was the hardest job of directing he ever experienced, Mr. Olcott said.

SPECIAL

Listen to This, Girls!

THAT unique something which a Frenchwoman is known to possess where clothes are concerned caused Jetta Goudal a little difficulty in the costuming of her part in "Salome of the Tenements," a Sidney Olcott production for Paramount.

Miss Goudal, who plays a daughter of the New York Ghetto in this picture, went downtown to 14th Street, Manhattan, where she purchased a 98c hat, a \$5 suit and a pair of shoes for \$2.69. With these bargains Miss Goudal felt that she could properly portray the shabbily clad East Side girl who yearns for beauty and abhors her squalid surroundings.

However, when she appeared on the set depicting her tenement room, dressed in the \$8.67 outfit, Director Olcott shook his head in disapproval.

"You look too chic," said Olcott. "It can't be the clothes—it must be the air with which you wear them. We'll have to get you something shabbier, I'm afraid."

With a sigh of disappointment, Miss Goudal went to her dressing room and worked deliberately for an hour to look poor. Imagine a French woman doing that! The movies have strange powers.

"Salome of the Tenements" was adapted for the screen by Sonya Levien from the novel by Anzia Yezierska. Godfrey Tearle, popular actor of the London stage, and Jose Ruben are featured with Miss Goudal in the principal roles of the production, which comes to the Theatre on

Olcott Tells How He Handles Movie Stars

Sidney Olcott is one motion picture director who does not consider actors as puppets to be moved through a picture by an autocratic mind behind the camera.

This fact was brought out clearly every day at the Paramount Long Island studio where Mr. Olcott filmed "Salome of the Tenements," Anzia Yezierska's famous novel of the New York Ghetto, for Paramount. He goes through every scene carefully with the players to get their reactions and their ideas before he calls "camera."

"I go on the assumption that motion picture players are paid big salaries because they know something more than just how to put a make-up on their faces," explained Mr. Olcott, in talking of his method of direction. "I want every player to feel that he has just as much interest in making a good picture as I have and no player can give his best work if he is not allowed to think for himself."

"Before we start a picture we always talk the story over and I tell the people who are going to work with me that I want suggestions from them. If an actor does not feel a scene the way I think it should be played I want to know it, because we can then work out a way that will be satisfactory to both of us. It is only by the fullest co-operation between the director and the actors that the best results can be obtained. In every picture that I direct I make this clear to the players and assure them that they cannot offend by making suggestions on the set. Some directors take the attitude that they are the czar of the situation and that they do not expect the actors to do any thinking. This situation, I feel, to be all wrong and I do everything in my power to dispel any idea of directorial autocracy in my pictures."

"Many times some of the best bits of business in a scene come from the actors themselves and if the actors are allowed to do some thinking a better picture is sure to be the result. I, for one, believe in giving the actors credit. No matter how good a director is he must have capable acting to make a successful picture and the best way to get that kind of acting is through co-operation—not dicta-

Lucky Kids

LUDLOW Street—in the heart of New York's Ghetto—buzzed with excitement. Little groups of gesticulating waifs gathered on the curb near Spring street to discuss the big news:

"The little Edelstein kids and Lily Polka, no bigger than a minute, and Willy Wasserman and Becky Kaufman and Ada Kramer—in the movies!"

"No! Real actors in the movie pictures?"

"Yes! For pay!"

Jan began, so the story is start in film land is an impromptu introduction of Charlie Chaplin, but theaters of the lower lot their chance to be screen solely be- their lively, spontan-

in Ludlow street y. The Casting de- Paramount's Long to need a

dozen ch- appear in the prologue to "Salome of the Tenements" er Sidney Ol-

A trip h- the little patchwork of streets comprising New York's Ghetto revealed thousands of children of the approximate type, but the casting director's discerning eye selected the Ludlow street group because they were brighter and more energetic than the rest. Cons- of their mammas was obtained. chaperones arranged for, and the squad marshalled at Famous Players' studio for a week's sojourn among the purple lights and grinding cameras.

"Salome of the Tenements" is an adaptation of the novel by Anzia Yezierska. Sonya Levien wrote the green play. Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in the leading roles.

"Salome of the Tenements" Story of New York Life

The Paramount picture, "Salome of the Tenements," adapted from the novel by Anzia Yezierska, who wrote "Hungry Hearts," and featuring Jetta Goudal, Godfrey Tearle and Jose Ruben, opens at the Theatre to remain for days.

Sidney Olcott, director of "The Green Goddess," "The Humming Bird" and other big screen hits, produced the picture which tells of a beautiful girl of the slums who sets her mind on bigger and better things and doesn't let a mail she has at-

tained her ambition. Miss Goudal, seen in "Open All Night," plays Sonya Mendel, waif of New York's tenement district who loves beautiful clothes and longs for the "feel" of romance more than life itself. She marries a multi-millionaire philanthropist in the picture and all ends happily.

Sonya Levien adapted the story to the screen.

Closes Today

The final showings of the Sidney Olcott-Paramount production, "Salome of the Tenements," adapted from the novel by Anzia Yezierska, which opened at the Theatre, will take place there today.

Jetta Goudal, seen in "Open All Night," Godfrey Tearle, popular actor of the English stage, and Jose Ruben are featured in the cast.

The story is of an East Side girl who finds her place in the sun by simply putting her mind on a thing and never stopping for a minute until she's gotten it.

WHAT STARTER THIS HUNGER FOR LOVE IN ME? WHAT MAKES ANY WOMAN WANT CLOTHES MORE THAN LIFE?

TY STORIES, SPECIALS, REVIEWS



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REVIEWS

"Salome of the Tenements"

SALOME of the Tenements," a romance of an East Side girl who sets out to become a "somebody" in the world, opened yesterday at the Theatre. It's a Paramount picture, produced by Sidney Olcott, who made "The Green Goddess," "The Humming Bird" and others, from the novel by Anzia Yezierska, author of "Hungry Hearts." Sonya Levien made the adaptation. Jetta Goudal, Godfrey Tearle and Jose Ruben are featured.

The story is one of Sonya Mendel, Salome of the New York tenements, who undergoes a metamorphosis from a pathetic, down-at-the-heel waif to a triumphant young woman who wears her fashionable clothes with an air, and who wins for her husband John Manning, a man of

Manning lives at a settlement house—he has established in New York's lower East Side. Sonya borrows money from an unscrupulous

usurer of the neighborhood in order to primp up her home and make an impression on Manning. The scheme works and the girl is extremely happy in her new home until Banker Ben decides that it is time she "came through" on her note.

Manning has long been trying to expose the money-lender as a crook and the latter seizes this opportunity to suggest a way out for Sonya by having her tell her husband to discontinue his efforts against him. This the girl refuses to do and things look pretty black for her when she falls into Ben's trap and is detected by her husband in the act of removing her note in receipt of the loan from Ben's safe.

Manning hears Ben's explanation of the little scheme Sonya entered into with the usurer by which she secured money in order to land him. Sonya flees from her home leaving all the finery her husband has provided behind. Manning follows close at her heels and discovers her in the old tenement rooms and convinces her that his love is great enough to forgive her transgression.

Miss Goudal plays Sonya. Tearle has the role of Manning and Ruben is cast as "Julien," the Fifth Ave. modiste who, for old times sake when Salome used to know him as plain Jakey Solomon, makes the girl a present of a complete outfit of clothes to aid her in her conquest of Manning.

"Salome of the Tenements" is a story with "Humoresque" appeal—heart-appealing, true-to-life and genuinely entertaining.

(Review No. 2)

"Do you hear? I owe a pawnbroker \$1500 to get you!"

—and hadn't Sonya received the money from Banker Ben to make things look a little more cheery in her tenement home in Delancey St.? Hadn't she gone to Jakey Solomon, now known as Julien, the great Parisian designer of gowns with a fashionable shop on Fifth Ave. for help?—all this to realize a life's ambition. From the first day she met Manning she had made up her mind that here was the man she was going to marry.

And now everything she had longed for, everything she had fought for, everything she had ever dreamed of seemed about to slip through her fingers.

It's a great situation Sidney Olcott has developed in his latest production for Paramount, "Salome of the Tenements," from the novel by Anzia Yezierska, now showing at the Theatre.

Jetta Goudal plays the title role of a girl of the lower East Side in New York City who, like the real Salome, sets out to get what she wants. John Manning, played by Godfrey Tearle, is the victim in this instance. Sonya borrows money to



Jetta Goudal in the Paramount Picture "Salome of the Tenements"

Production Mat IPA

New Screen Leading Man In Paramount Picture

Godfrey Tearle, brother of Conway Tearle of screen fame and himself a prominent actor of the English stage, makes his American motion picture debut in a featured role with Jetta Goudal and Jose Ruben in the Sidney Olcott production, "Salome of the Tenements," due on at the

Tearle scored a big hit on the other side in the stage play, "The Fake," which he brought to New York to duplicate that success on Broadway. He also appeared in one or two pictures in England, "Romeo and Juliet" among them.

In "Salome of the Tenements" he has the role of a millionaire philanthropist who has sacrificed his social position to live at a settlement house he has established in New York's lower East Side. He meets and falls in love with Sonya Mendel (Miss Goudal), the Salome of Manhattan's tenement district.

Here's a Laugh!

Sidney Olcott, making "Salome of the Tenements" at Paramount's Long Island Studio sent out a call for fifty East Side types to work in a restaurant scene for the picture. They came, bearded men and shawled women, perfect specimens of the Ghetto.

"Now," said Mr. Olcott, "this gentleman with the thick glasses; when the music starts to play, I want you to lean back in your chair and look at the ceiling. You are lost in the spell of the violin. Don't move; just sit there and listen. And when the music stops, applaud."

The extra listened gravely, and nodded. But when the scene was shot, he disregarded instructions and wagged his head from side to side, in time with the lilting strains of the violin.

"No," said Mr. Olcott, "that's wrong. We'll have to take it over." Patiently he explained the 'business' to the extra again, going into greater detail. Again the cameras turned, and again the extra wagged his head about and refused to keep still.

A great light dawned on Mr. Olcott. He asked the man a question, and got no reply. The extra couldn't understand a word of English!

When Mr. Olcott had himself regained the power of speech, an interpreter was called in to make the situation clear, and the picture proceeded happily on its way again.

Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in the leading roles of the picture, opening at the Theatre. Anzia Yezierska wrote the novel from which the picture was adapted.

Publish Complete Newspaper for "Salome of Tenements"

Paramount's Long Island studio published a complete daily newspaper in Yiddish recently.

The type was set by hand and the pages printed on an electrically driven rotary press, the whole job

Strong Cast in New Paramount

Jetta Goudal Is Featured in "Salome of Tenements"

SALOME of the Tenements," Sidney Olcott's newest production for Paramount from the novel of New York life by Anzia Yezierska, brings to the screen a wide range and variety of players new to motion pictures, in addition to Jetta Goudal and Jose Ruben who have featured roles.

Godfrey Tearle, an actor prominent in British theatrical circles (yes, he's Conway's brother), makes his American debut in this picture, featured with Miss Goudal and Ruben in the leading roles. Tearle came to this country from London where he scored a big hit in the stage play, "The Fake," a Frederick Lonsdale play which he brought to New York

for a prolonged run.

Laxar Freed, Elihu Tenenholz, Irma Lerner, Sonya Nodell and others, all prominent with the vast audiences of the Yiddish theatres in New York and other cities, have prominent parts in this latest Olcott production made at Paramount's Long Island studio.

"Salome of the Tenements" marks the initial flight of these players from the footlights to the screen. As the story concerns the denizens of New York's lower East Side, their choice for the interpretation of these characters was peculiarly apt.

Besides the players in the chief roles, Olcott has utilized seven-hundred inhabitants of the district pictured in the films to provide a realistic background for the picture which was adapted for the screen by Sonya Levien.

These extras, ranging in age from babes in arms to feeble inmates of Homes, were selected in the streets, synagogues, stores and tenements in the Ghetto district of Manhattan and in this picture they faced the motion picture camera for the first time in their lives.

These newcomers to the screen have the parts of peddlers, tradespeople, pedestrians, shoppers and schoolchildren in the slum scenes and settlement house activities that give the picture its unique and interesting background.

"Salome of the Tenements" tells of a little waif of the streets who grows up to be a ravishing beauty and marries a millionaire philanthropist.

Screen's Oldest Debutante in New Paramount Picture

The oldest screen debutante will be seen in Sidney Olcott's latest Paramount picture, "Salome of the Tenements." She is Jennie Freeman, 108 years old.

Mrs. Freeman and two of her cronies, aged 85 and 70, became motion picture actresses for a day at the Paramount Long Island studio, where they were photographed for a short atmospheric sequence in a tenement flat.

Mrs. Freeman, who was born in Russia, lived there until the age of 11. The next fifty years of her life were spent in London, and her latest years, forty-seven of them, have been passed in New York. Though she is very feeble, the screen novice is still possessed of all her senses, and Olcott encountered no difficulties in directing her.

Jetta Goudal, Godfrey Tearle and Jose Ruben are the principal players in "Salome of the Tenements," which will be the feature next at the Theatre. Anzia Yezierska wrote the novel from which the story was adapted by Sonya Levien.

Printers, pressmen and atmosphere characters were borrowed from one of the Ghetto's leading newspapers. The special edition, called "The Ghetto News" contained all the latest New York news items briefly

WHAT STARTED THIS HUNGER FOR WHAT IN A WOMAN MORE

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"Salome of the Tenements," Olcott's latest work for the screen, features Jetta Goudal, Godfrey Tearle and Jose Ruben in the leading roles. It opens at the Theatre.

Held Over

"Salome of the Tenements," a Sidney Olcott production for Paramount which has been the feature at the for the last days, will be held over for another day.

Sonya Levien wrote the story for the screen from the novel by Anzia Yezierska, author of "Hungry

Heart," or as the stately Eurasian of "The Bright Shawl," she made her success on the French stage in child parts.

In the prologue of Sidney Olcott's Paramount picture, "Salome of the Tenements," Miss Goudal will be seen for the first time on the screen in the role of a child. In the latter part of the picture she plays a very young girl with a dynamic personality. Although keenly interested in the character of Sonya, Miss Goudal said she would have preferred not to grow up, so that she might have played the child throughout the picture. Her great ambition is to portray a child all through a production.

"Salome of the Tenements" was adapted for the screen by Sonya Levien from Anzia Yezierska's immensely popular novel of life among the poorer classes of New York City. Miss Goudal is featured with Godfrey Tearle and Jose Ruben in the leading roles. Tearle is a brother of Conway.

New York of 25 Years Ago Shown in Paramount Film

Anyone who hankers for a glimpse of the "good old days" when New York boasted horse-cars can get a kick out of the New Paramount picture, "Salome of the Tenements," which comes to the Theatre next

An outmoded tram car which helped solve New York's transit problems twenty-five years ago enjoyed new life, though a short one, during the filming of a scene for this new Sidney Olcott production. A quarter of a mile of track was laid at Paramount's Long Island studio and the dingy conveyance wound its way through the tenement district of Manhattan, the scene of most of the story, adapted to the screen by Sonya Levien from the popular novel by Anzia Yezierska.

Jetta Goudal, Godfrey Tearle (brother of Conway) and Jose Ruben appear in featured roles in the picture. There's a strong supporting cast.

Babel Had Nothing on This

In directing more than five hundred men, women, and children from New York's East Side for the Ghetto scenes in "Salome of the Tenements," Director Sidney Olcott was forced to use a dozen interpreters. Every order he gave during the filming of the tenement scenes had to be translated into four languages—Yiddish, Russian, Polish and Italian, and also explained in the kind of English slang used on the lower east side. The task of making the crowd understand what he wanted them to do before the camera was the hardest job of directing he ever experienced, Mr. Olcott said.

"Salome of the Tenements," coming next to the novel of the same name by Anzia Yezierska. Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in the cast.

Hearts." Featured in the cast are Jetta Goudal, Godfrey Tearle and Jose Ruben. The picture has to do with a beautiful girl of the Ghetto district of New York who finds love and happiness in marriage with a millionaire philanthropist.

hour to look poor. Imagine a French woman doing that! The movies have strange powers.

"Salome of the Tenements" was adapted for the screen by Sonya Levien from the novel by Anzia Yezierska. Godfrey Tearle, popular actor of the London stage, and Jose Ruben are featured with Miss Goudal in the principal roles of the production, which comes to the Theatre on

Olcott Tells How He Handles Movie Stars

Sidney Olcott is one motion picture director who does not consider actors as puppets to be moved through a picture by an autocratic mind behind the camera.

This fact was brought out clearly every day at the Paramount Long Island studio where Mr. Olcott filmed "Salome of the Tenements," Anzia Yezierska's famous novel of the New York Ghetto, for Paramount. He goes through every scene carefully with the players to get their reactions and their ideas before he calls "camera."

"I go on the assumption that motion picture players are paid big salaries because they know something more than just how to put a make-up on their faces," explained Mr. Olcott, in talking of his method of direction. "I want every player

to feel that he has just as much interest in making a good picture as I have and no player can give his best work if he is not allowed to think for himself.

"Before we start a picture we always talk the story over and I tell the people who are going to work with me that I want suggestions from them. If an actor does not feel a scene the way I think it should be played I want to know it, because we can then work out a way that will be satisfactory to both of us. It is only by the fullest co-operation between the director and the actors that the best results can be obtained. In every picture that I direct I make this clear to the players and assure them that they cannot offend by making suggestions on the set. Some directors take the attitude that they are the czar of the situation and that they do not expect the actors to do any thinking. This situation, I feel, to be all wrong and I do everything in my power to dispel any idea of directorial autocracy in my pictures.

"Many times some of the best bits of business in a scene come from the actors themselves and if the actors are allowed to do some thinking a better picture is sure to be the result. I, for one, believe in giving the actors credit. No matter how good a director is he must have capable acting to make a successful picture and the best way to get that kind of acting is through co-operation—not dictation."

"Salome of the Tenements," which comes to the on features Jetta Goudal, Godfrey Tearle and Jose Ruben in the leading roles. There's a strong cast playing in the support.

There's No End to What These Movie Men Can Do

When two Russians who had been engaged specially to do the "kozatzki," a Russian folk dance, for "Salome of the Tenements," owned up to Sidney Olcott that they knew nothing about that terpsichorean feat, the director pressed into service his two trusty assistants.

The eager young men donned old clothes, make-up and the traditional over-size derbies and set to on the kozatzki with a will, being helped by musicians who had been recruited from one of the Yiddish theatres. After Olcott had secured all the footage of the dance necessary for the picture, the assistants were requested to dance again for the amusement of the studio crew. They complied, and continued the strenuous exercise until their legs gave out.

Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in "Salome of the Tenements," a Paramount picture adapted for the screen by Sonya Levien from the novel of New York's lower East Side by Anzia Yezierska. The picture opens at the

of children of date type, but the actor's discerning the Ludlow street they were bright-energetic than the of their mammas d. chaperones ar- and the squad mar- Famous Players' a week's sojourn purple lights and was. "Salome of the Tenements" is an adaptation of the novel by Sonya Levien. Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in the leading roles.

"Salome of the Tenements" Story of New York Life

The Paramount picture, "Salome of the Tenements," adapted from the novel by Anzia Yezierska, who wrote it, and featuring Jetta Goudal, Godfrey Tearle and Jose Ruben, opens at the days.

Sidney Olcott, director of "The Green Goddess," "The Humming Bird" and other big screen hits, produced the picture of a beautiful girl of the slums who sets her mind on big things and doesn't stop until she has achieved her ambition.

Miss Goudal, seen in "Open All Night," plays Sonya Mendel, waif of New York's tenement district who loves beautiful clothes and longs for the "feel" of romance more than life. She makes a multi-millionaire in the picture and all ends happily. Sonya Levien adapted the story to the screen.

Closes Today

The final showings of the Sidney Olcott-Paramount production, "Salome of the Tenements," adapted from the novel by Anzia Yezierska, which opened at the there today.

Jetta Goudal, Godfrey Tearle, popular actor of the English stage, and Jose Ruben are featured in the cast.

The story is of an East Side girl who finds her place in the sun by simply putting her mind on a thing and never stopping for a minute until she's gotten it.

WHAT SHOULD THIS NUMBER FOR LOVE IN THE? WHAT MAKES A WOMAN WANT CHANGES MORE THAN LOVE?

I'M NO CHARITY CASE. I LIED TO GET YOU. BUT DON'T DEAR ME! HERE COME!

THEY ARE A VAMP! WANTING OF MEN ONLY SEEK THE FEELING.



SALOME OF THE TENEMENTS

A SIDNEY OLCOTT PRODUCTION

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A Paramount Picture

AN adaptation of the sensational novel of the Ghetto and Fifth Avenue. Produced by the director of "Monsieur Beau-

One-column Press Ad 1A

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
ESHENFELDER, GEORGE	110 N. Lee Street	Jacksonville, Fla.
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
MEDELSSOHN, WILLIAM	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	183 E. 2nd St., So.	Salt Lake City, Utah
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM.	514 Grand Ave.	Oklahoma City, Okla.
THOMAJAN, P. K.	113 S. Monroe St.	Peoria, Ill.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Indianapolis, Ind.
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WIEST, JAMES M.	1610 Davenport St.	Omaha, Nebr.
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
ZELTNER, IRWIN	62 N. State St.	Wilkes Barre, Pa.

...the casting director's discerning eye selected the Ludlow street group because they were brighter and more energetic than the rest. ... of their mammas was obtained, chaperones arranged for the squad marshalled to the Famous Players' studio for a week's sojourn among the purple lights and grinding cameras.

"Salome of the Tenements" is an adaptation of the novel by Anzia Yezierska. Sonya Levien wrote the screen play. Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in the leading roles.

"Salome of the Tenements" Story of New York Life

The Paramount picture, "Salome of the Tenements," adapted from the novel by Anzia Yezierska, who wrote "Hungry Hearts," and featuring Jetta Goudal, Godfrey Tearle and Jose Ruben, opens at the Theatre to remain for days.

Sidney Olcott, director of "The Green Goddess," "The Humming Bird" and other big screen hits, produced the picture which tells of a beautiful girl of the slums who sets her mind on bigger and better things and doesn't stop until she has attained her ambition.

Miss Goudal, seen in "Open All Night," plays Sonya Mendel, waif of New York's tenement district who loves beautiful clothes and longs for the "feel" of romance more than life itself. She marries a multi-millionaire philanthropist in the picture and all ends happily.

Sonya Levien adapted the story to the screen.

Closes Today

The final showings of the Sidney Olcott-Paramount production, "Salome of the Tenements," adapted from the novel by Anzia Yezierska, which opened at the Theatre, will take place there today.

Jetta Goudal, seen in "Open All Night," Godfrey Tearle, popular actor of the English stage, and Jose Ruben are featured in the cast.

The story is of an East Side girl who finds her place in the sun by simply putting her mind on a thing and never stopping for a minute until she's gotten it.

WHAT STARTED THIS HUNGER FOR LOVE IN ME? WHAT MAKES A WOMAN WANT CLOTHES MORE THAN LIFE?

I'M NO CHARITY CASE. I LIED TO GET YOU HIT ME, HURT ME, YELL AT ME, BUT DON'T STARE HERE CON-DEMNING ME!

THEY SAY I AM A VAMP

WANTING OF MEN ONLY SEEK ME FEEL MY POWER.

Do you want to see the most sensational picture of the year? Then see "Salome of the Tenements" at the Paramount Picture Palace.

Salome of the Tenements

A SIDNEY OLCOTT PRODUCTION

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A Paramount Picture

AN adaptation of the sensational novel of the Ghetto and Fifth Avenue. Produced by the director of "Monsieur Beaucaire."

One-column Press Ad 1A

...decides that it is time she "came through" on her note.

Manning has long been trying to expose the money-lender as a crook and the latter seizes this opportunity to suggest a way out for Sonya by having her tell her husband to discontinue his efforts against him. This the girl refuses to do and things look pretty black for her when she falls into Ben's trap and is detected by her husband in the act of removing her note in receipt of the loan from Ben's safe.

Manning hears Ben's explanation of the little scheme Sonya entered into with the usurer by which she secured money in order to land him. Sonya flees from her home leaving all the finery her husband has provided behind. Manning follows close at her heels and discovers her in the old tenement rooms and convinces her that his love is great enough to forgive her transgression.

Miss Goudal plays Sonya. Tearle has the role of Manning and Ruben is cast as "Julien," the Fifth Ave. modiste who, for old times sake when Salome used to know him as plain Jakey Solomon, makes the girl a present of a complete outfit of clothes to aid her in her conquest of Manning.

"Salome of the Tenements" is a story with "Humoresque" appeal—heart-appealing, true-to-life and genuinely entertaining.

(Review No. 2)

"Do you hear? I owe a pawnbroker \$1500 to get you!"

—and hadn't Sonya received the money from Banker Ben to make things look a little more cheery in her tenement home in Delancey St.? Hadn't she gone to Jakey Solomon, now known as Julien, the great Parisian designer of gowns with a fashionable shop on Fifth Ave. for help?—all this to realize a life's ambition. From the first day she met Manning she had made up her mind that here was the man she was going to marry.

And now everything she had longed for, everything she had fought for, everything she had ever dreamed of seemed about to slip through her fingers.

It's a great situation Sidney Olcott has developed in his latest production for Paramount, "Salome of the Tenements," from the novel by Anzia Yezierska, now showing at the Theatre.

Jetta Goudal plays the title role of a girl of the lower East Side in New York City who, like the real Salome, sets out to get what she wants. John Manning, played by Godfrey Tearle, is the victim in this instance. Sonya borrows money to make an impression on Manning and it is almost her undoing in the production when her husband discovers her clever little scheme.

Jose Ruben, who rises from a little sweat-shop tailor to Fifth Ave. modiste, completes the trio of featured players in the leading roles of "Salome of the Tenements," which was adapted for the screen by Sonya Levien.

There's an A-1 supporting cast.

Latest Paramount Here

"Salome of the Tenements," produced by Sidney Olcott for Paramount from the novel by Anzia Yezierska, who wrote "Hungry Hearts" and other just as successful stories, comes to the on for days.

Jetta Goudal, French beauty seen in "Open All Night," Godfrey Tearle, Conway's brother, and Jose Ruben are featured in the cast.

The story is one of Sonya Mendel, nicknamed Salome of New York's tenement district. She meets and falls in love with a young millionaire who has established a settlement house in her neighborhood and has sacrificed a comfortable home and social position to live there and help brighten the lives of the inhabitants of Manhattan's Ghetto district.

Sonya borrows money from an unscrupulous usurer to make an impression on her philanthropic friend and by so doing almost ruins her chances for happiness—and love.

"Salome of the Tenements" is a picture with an appeal not unlike that of "Humoresque." It's real!

...picture debut in a featured role with Jetta Goudal and Jose Ruben in the Sidney Olcott production, "Salome of the Tenements," due on at the

Tearle scored a big hit on the other side in the stage play, "The Fake," which he brought to New York to duplicate that success on Broadway. He also appeared in one or two pictures in England, "Romeo and Juliet" among them.

In "Salome of the Tenements" he has the role of a millionaire philanthropist who has sacrificed his social position to live at a settlement house he has established in New York's lower East Side. He meets and falls in love with Sonya Mendel (Miss Goudal), the Salome of Manhattan's tenement district.

Here's a Laugh!

Sidney Olcott, making "Salome of the Tenements" at Paramount's Long Island Studio sent out a call for fifty East Side types to work in a restaurant scene for the picture. They came, bearded men and shawled women, perfect specimens of the Ghetto.

"Now," said Mr. Olcott, "this gentleman with the thick glasses; when the music starts to play, I want you to lean back in your chair and look at the ceiling. You are lost in the spell of the violin. Don't move; just sit there and listen. And when the music stops, applaud."

The extra listened gravely and nodded. But when the scene was shot, he disregarded instructions and wagged his head from side to side, in time with the lilting strains of the violin.

"No," said Mr. Olcott, "that's wrong. We'll have to take it over." Patiently he explained the 'business' to the extra again, going into greater detail. Again the cameras turned, and again the extra wagged his head about and refused to keep still.

A great light dawned on Mr. Olcott. He asked the man a question, and got no reply. The extra couldn't understand a word of English!

When Mr. Olcott had himself regained the power of speech, an interpreter was called in to make the situation clear, and the picture proceeded happily on its way again.

Jetta Goudal, Godfrey Tearle and Jose Ruben are featured in the leading roles of the picture, opening at the Theatre. Anzia Yezierska wrote the novel from which the picture was adapted.

Publish Complete Newspaper for "Salome of Tenements"

Paramount's Long Island studio published a complete daily newspaper in Yiddish recently.

The type was set by hand and the pages printed on an electrically driven rotary press, the whole job being done in a squalid little print-shop scene for Sidney Olcott's production of "Salome of the Tenements," with Jetta Goudal in the leading role.

WHAT THE CRITICS THOUGHT

PRESS notices given Anzia Yezierska's novel when it first made its appearance.

New York Tribune—This is a bewildering novel, shot through with genius.

New York Herald—One hesitates a long while before applying a word genius to a new author: it seems to me that there can be no doubt of the genius of Anzia Yezierska. This is one of the few of the yearly deluge of novels that one can never forget.

St. Louis Star—This is a splendid story of the East Side of New York.

Boston Herald—It is a work of more than cleverness.

Trenton Sunday-Times Advertiser—A picture of contemporary life that is colorful, fascinating, compelling in the intensity of its characterization.

Dallas Texas—The story of Sonya is a sustained lyric outburst. The story is one common to all parts of America where races and classes mingle and clash.

Literary Digest—(James Harvey Robinson)—I wish that every sociologist and social psychologist and miscellaneous moralizer might read "Salome of the Tenements;" might not only read it but put it in his pipe and smoke it.

Salt Lake City Telegram—This is no ordinary romance—but a gripping challenging narrative.

Raleigh N. C. News and Observer—No other writer within the recollection of many critics has so clearly sounded the soul-yearning cry of the immigrant in America.

—and that goes for the picture, too."

"Salome of the Tenements" marks the initial flight of these players from the footlights to the screen. As the story concerns the denizens of New York's lower East Side, their choice for the interpretation of these characters was peculiarly apt.

Besides the players in the chief roles, Olcott has utilized seven-hundred inhabitants of the district pictured in the films to provide a realistic background for the picture which was adapted for the screen by Sonya Levien.

These extras, ranging in age from babes in arms to feeble inmates of Homes, were selected in the streets, synagogues, stores and tenements in the Ghetto district of Manhattan and in this picture they faced the motion picture camera for the first time in their lives.

These newcomers to the screen have the parts of peddlers, tradespeople, pedestrians, shoppers and schoolchildren in the slum scenes and settlement house activities that give the picture its unique and interesting background.

"Salome of the Tenements" tells of a little waif of the streets who grows up to be a ravishing beauty and marries a millionaire philanthropist.

Screen's Oldest Debutante in New Paramount Picture

The oldest screen debutante will be seen in Sidney Olcott's latest Paramount picture, "Salome of the Tenements." She is Jennie Freeman, 108 years old.

Mrs. Freeman and two of her cronies, aged 85 and 70, became motion picture actresses for a day at the Paramount Long Island studio, where they were photographed for a short atmospheric sequence in a tenement flat.

Mrs. Freeman, who was born in Russia, lived there until the age of 11. The next fifty years of her life were spent in London, and her latest years, forty-seven of them, have been passed in New York. Though she is very feeble, the screen novice is still possessed of all her senses, and Olcott encountered no difficulties in directing her.

Jetta Goudal, Godfrey Tearle and Jose Ruben are the principal players in "Salome of the Tenements," which will be the feature next at the Theatre. Anzia Yezierska wrote the novel from which the story was adapted by Sonya Levien.

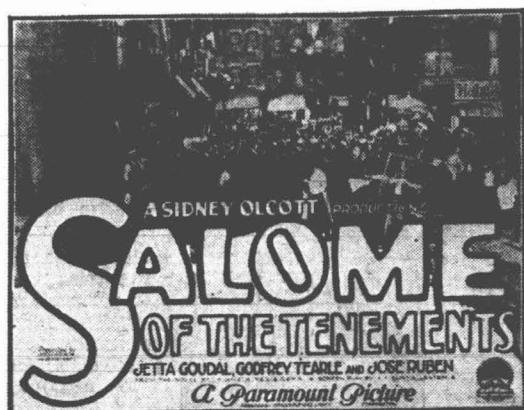
Printers, pressmen and atmosphere characters were borrowed from one of the Ghetto's leading newspapers. The special edition, called "The Ghetto News" contained all the latest New York news items briefly translated into Yiddish.

Miss Goudal is featured with Godfrey Tearle and Jose Ruben in the production, written for the screen by Sonya Levien.



A Sidney Olcott Production, "Salome" USE THIS MATERIAL AND COR

"If It's Worth Running, It's Worth Ad



It's Colored INSERT CARD

Insert cards are the handy men
of the poster—you'll
find a dozen uses
for them. And cheap!



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

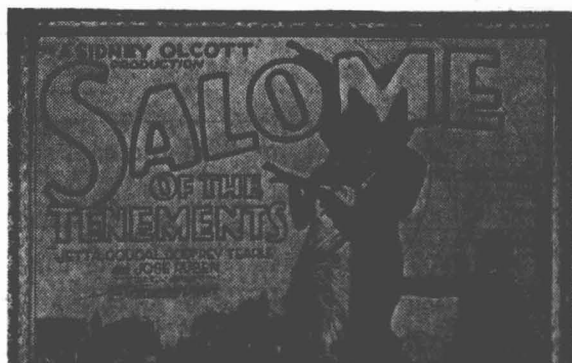
NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising			
POSTERS			
One Sheet (1A and 1B).....	\$.15	Two Column10
Three Sheet (3A and 3B).....	.45	Supplementary (Two Column) (Adv. Only) ..	.10
Six Sheet (6A).....	.75	Three Column15
Twenty-four Sheet (24A).....	2.40	Four Column (Adv. Only).....	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored).....	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)....	1.50
11 x 14 Set of Eight (Colored).....	.60	Insert Cards (14 x 36 in. to fit above).....	.25
For Newspaper Ads		22 x 28 Gilt Frames	1.50
ADVERTISING CUTS		Heralds, per thousand.....	3.00
One Column35	Cross Word Puzzle Books08
Two Column65	Window Card07
Supplementary (Two Column).....	.25	Announcement Slide15
MATS, ADVERTISING, PRODUCTION, ETC.		Publicity Photos, Each10
One Column05	Trailers—National Screen Service	
		126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive St., Los Angeles, Cal.	

Press Books and Music Cues are gratis.



Don't keep the pictures you run
a secret. There's cash in the
flash of peppy Paramount paper!



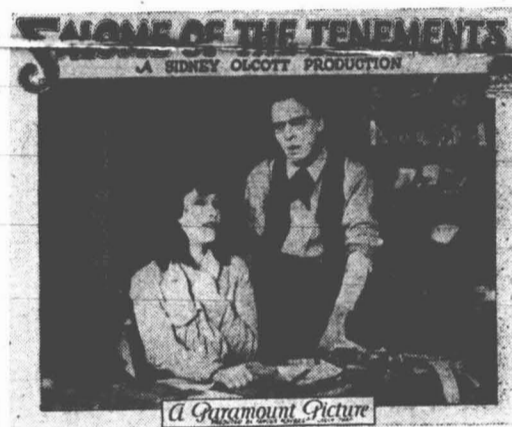
roduction, "Salome of the Tenements" AL AND CORNER THE CROWDS

orth Running, It's Worth Advertising"



It's Colored INSERT CARD

Insert cards are the handy men
of the poster firm—you'll
find a dozen different uses
for them. And they're cheap!



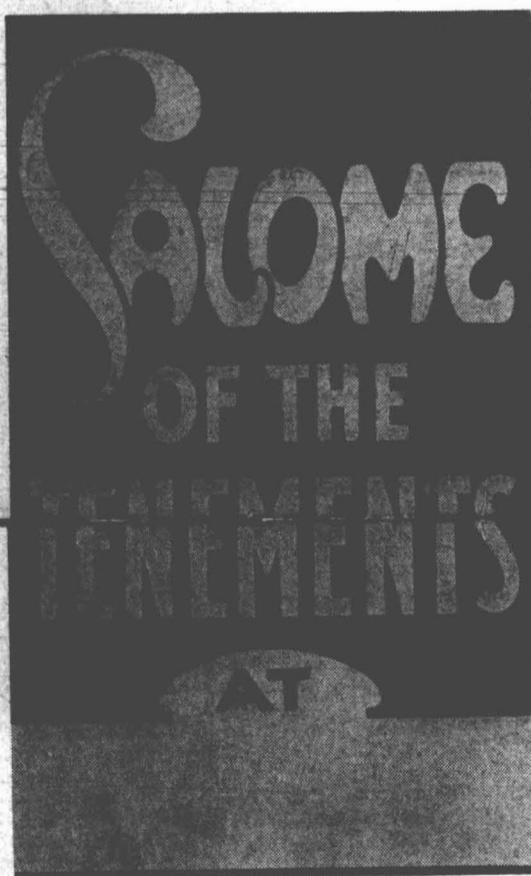
COLORED LOBBY PHOTOS—EACH 11" x 14"

WINDOW CARD

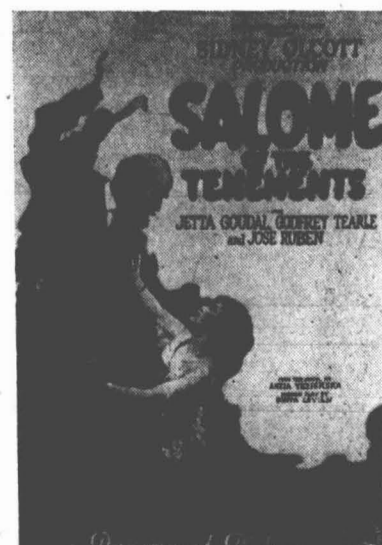
On the left is a reproduction of
the window card on "Salome of the
Tenements."

The original is a beauty—strikingly
colored and a positive eye-
catcher.

At 7c apiece, you'll surely want
a lot of them to distribute in your
local stores.



Put the picture over the top by
putting posters over the town.
Here are real business-getters!





A Paramount Picture



A Paramount Picture

SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

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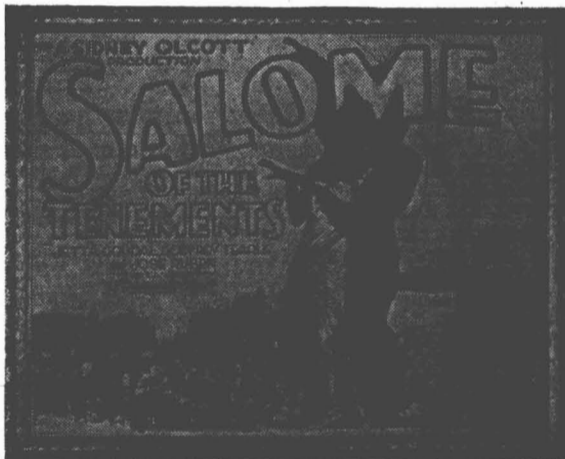
For Outdoor Advertising POSTERS			
One Sheet (1A and 1B)	.15	Two Column	.10
Three Sheet (3A and 3B)	.45	Supplementary (Two Column) (Adv. Only)	.10
Six Sheet (6A)	.75	Three Column	.15
Twenty-four Sheet (24A)	2.40	Four Column (Adv. Only)	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored)	.60	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
11 x 14 Set of Eight (Colored)	.60	Insert Cards (14 x 30 in. to fit above)	.25
For Newspaper Ads		22 x 28 Gilt Frames	1.50
ADVERTISING CUTS		Herald, per thousand	3.00
One Column	.35	Cross Word Puzzle Books	.08
Two Column	.65	Window Card	.07
Supplementary (Two Column)	.25	Announcement Slide	.15
MATS, ADVERTISING, PRODUCTION, ETC.		Publicity Photos, Each	.10
One Column	.05	Trailers—National Screen Service	
		126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive St., Los Angeles, Cal.	

Press Books and Music Cues are gratis.



One Sheet Poster 1A

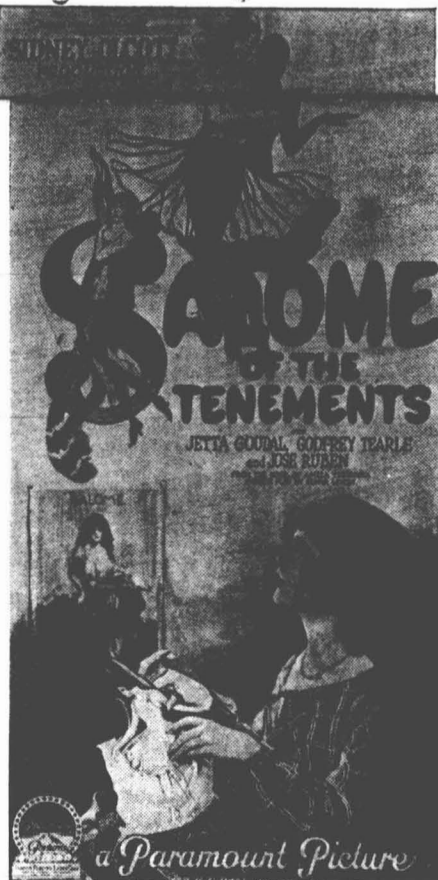
Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



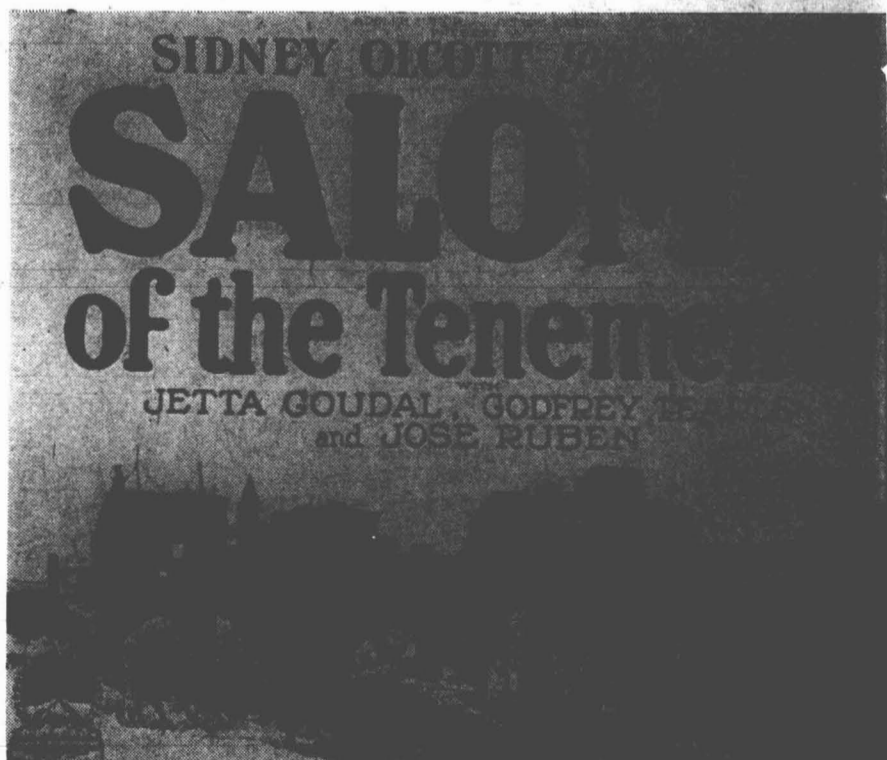
Colored Lobby Card (22" x 28")



Six Sheet poster 6A



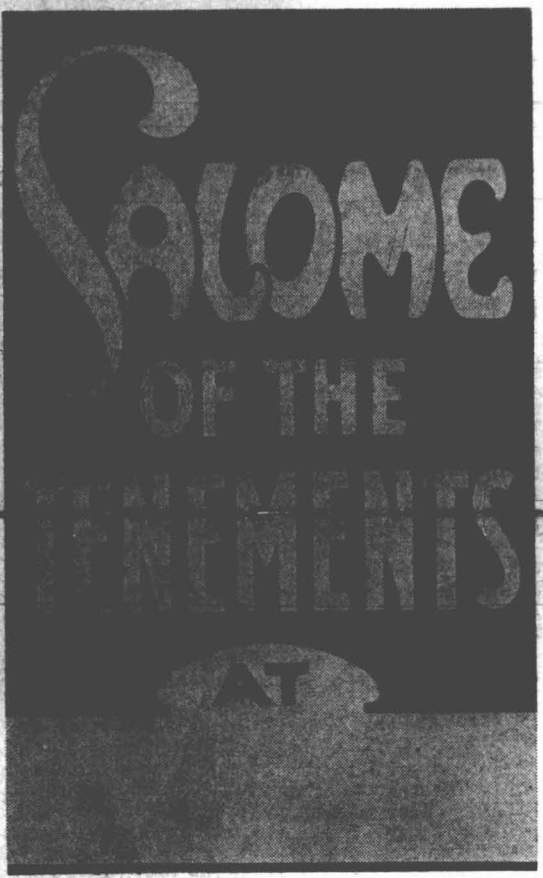
Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



COLORED LOBBY PHOTOS—EACH 11" x 14"



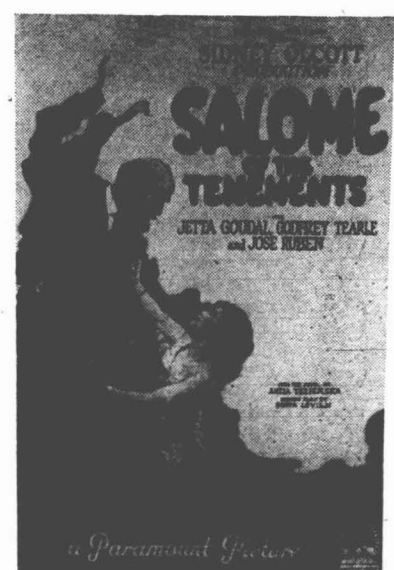
WINDOW CARD

On the left is a reproduction of the window card on "Salome of the Tenements."

The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece, you'll surely want a lot of them to distribute in your local stores.

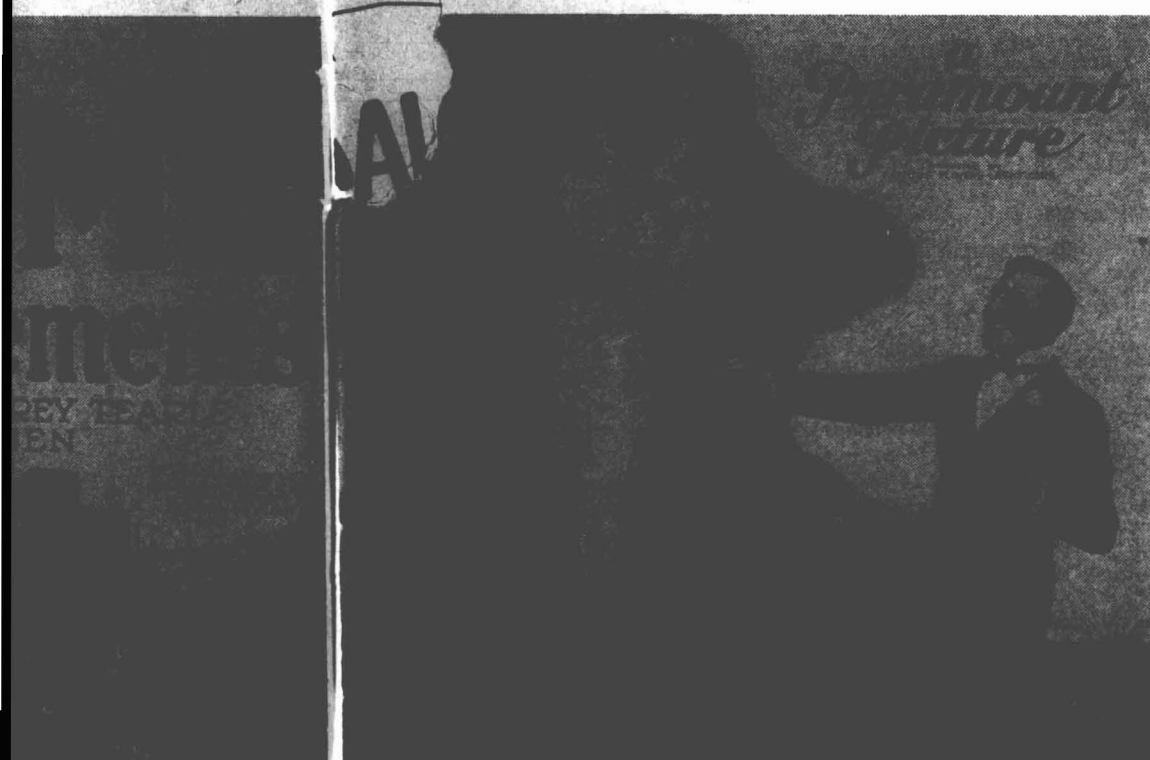
Put the picture over the top by putting posters over the town. Here are real business-getters!



One Sheet Poster 1B

Six Sheet 2A

Announcement Slide



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

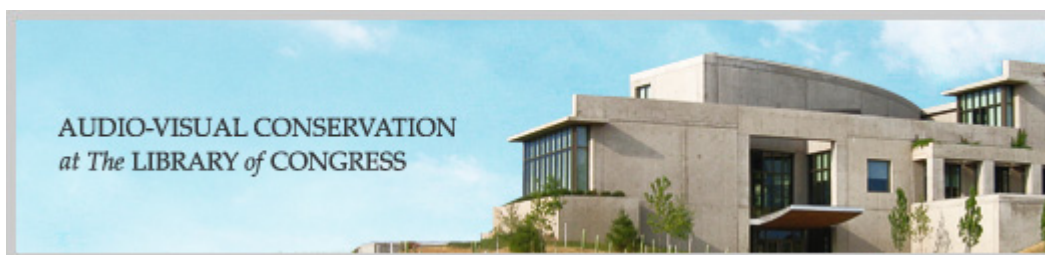
The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
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